

# SERVICES OVERVIEW & CASE STUDIES

by David Farkas



## **The Upper Ranks**

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# Industry Leaders Trust The Upper Ranks



"David and his team at The Upper Ranks take a value-first approach to link acquisition and pair it with exceptional content. They acquire links that are not only authoritative, but also relevant to the consumer."



**Chris Dreyer,**  
Rankings.io



"They are a group of brilliant specialists who provide a fantastic experience at an affordable rate. David and his team at The Upper Ranks take a value-first approach to link acquisition and pair it with exceptional content. They acquire links that are not only authoritative but also relevant to the consumer."



**David Matthews**  
CEO of Dotcal



"David Farkas is one of the best links builders I know. He's got a knack for building those coveted links and I'd strongly recommend his services to anyone seeking increased exposure and higher rankings."



**Neil Patel,**  
neilpatel.com



"David's team at The Upper Ranks follows the right approach to building links ethically without cutting corners. This is the approach that has always worked for me and will continue to stand the test of time."



**Eric Ward,**  
Link Moses

# ABOUT US



The Upper Ranks is a team of dedicated and experienced link builders invested in client success.

Founded by David Farkas in 2011, The Upper Ranks aims to help businesses of all sizes gain greater search engine visibility, attract more customers, and become more profitable.

David is a worldwide recognized expert on link building and is regularly featured in industry leading sites such as Search Engine Land, Search Engine Journal, Ahrefs, MOZ, SEMrush, SEroundtable, and more.

Successful link building requires a combination of talented people and practical, highly-refined processes. As a leading link building company, this is exactly how we acquire high-quality links for our clients.

Link building, coupled with a website that has great content and solid on-site SEO fundamentals, is the most targeted form of drawing unlimited traffic, leads, and sales for your company.

With over 90% of search engine clicks coming from organic listings, link building is indisputably one of the best online marketing strategies for the short and long term.



## BUILD YOUR OWN MONTHLY PACKAGE

DR	TRAFFIC	QTY	PRICE
DR 25+	1000+	1	\$250
DR 40+	1500+	1	\$350
DR 60+	3000+	1	\$500

**THERE IS A \$2,000 ORDER MINIMUM**

**AVERAGE DR/TRAFFIC IS TYPICALLY MUCH HIGHER THAN THE GUARANTEED MINIMUM**

Although we use DR as a benchmark of authority, we are equally focused on building links that are **relevant** to your site, and strongly believe that both relevance and authority matter.

### RESEARCH

We identify exceptional content on your website, such as in-depth articles infographics, eBooks, or reports.

### PROSPECTING

Our link builders mine the Internet for quality websites that are topically-relevant to your industry and suitable for your niche. We carefully review each website to ensure that it's well maintained and authoritative.

### OUTREACH

Our link builders then search for emails (or other contact info), and then reach out to these prospects with carefully crafted, personalized emails and pitch them a piece of content.

### WRITING

Our expert editorial team produces the perfect article for each publisher, referencing or citing your content in a natural way that supports and adds value to the story.

PERIGIN

# OUTDOORSY.COM CASE STUDY



- Outdoorsy is a platform that allows RV owners to earn money by renting out their RV's
- 26 months of link building services
- 275 links
- 1,022,435 unique visitors per month
- 2500% increase in organic traffic
- Topped 1 million hits a month

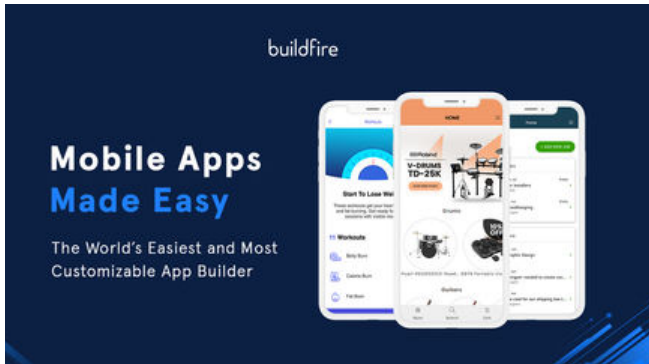
Organic traffic 1,022,435 /month

All time | One year | Last 30 days | Export ▼



**OUR LINKS DON'T FUDGE NUMBERS  
OR PAD REPORTS. THEY GET RESULTS!**

# BUILDFIRE.COM CASE STUDY



- Build Fire allows businesses to rapidly build mobile apps
- 20 months of link building services
- 96 links
- 98,690 unique visitors per month
- 750% increase in organic traffic

Organic traffic 98,690 /month

All time | One year | Last 30 days



**WE DO IT THE HARD WAY, AND WE DO IT THE SMART WAY BECAUSE THAT'S WHAT SUCCESS IS MADE OF.**

# CYMATICS.FM CASE STUDY

CY  ATICS



- Cymatics sells sound banks for music producers
- 16 months of link building services
- 97 links
- 145,513 unique visitors per month
- 1000% increase in organic traffic

Organic traffic: 145,513 /month

All time | One year | Last 30 day



**OUR LINK BUILDING SERVICES FOCUS ON LINKS  
THAT ACTUALLY PAY OFF FOR YOUR BUSINESS.**

# ANDERSONADVISORS.COM CASE STUDY

**ASSET PROTECTION**  
**TAX PLANNING**  
**ESTATE PLANNING**

- Anderson Advisors helps people protect their assets
- 14 months of link building services
- 63 links
- 31,692 unique visitors per month
- 1350% increase in organic traffic

Organic traffic 31,692 /month

All time

One year

Last 30 days



**LINK BUILDING IS A GREAT THING.**  
**CHOOSE THE RIGHT PARTNER THE FIRST TIME.**